

ABSTRACT OF THE DISCLOSURE

A system and method to provide a user with a requisite receiving device (e.g., PDA, cell telephone) with the ability to record contact information, no matter how lengthy, from an interactive advertisement for storage and later use, or, at the user's option, to obtain the information at his or her convenience even at the location of the advertisement. The invention can work accurately in any environment, including those regions where there might be heavy traffic or congestion, and a plurality of interaction signs or posters can readily interface with the recipient's device. However, an important feature of the present invention is that the user can choose to only accept that contact information that is of interest to him or her, and does not have to automatically record and/or interact with any transmitter just because it is in the sphere of influence of the receiving device.